

2021 Sponsored Social Media Insertion Order

PROFILE

Post your custom message and image on NSTA's robust Facebook and Twitter Social Media channels. Reach nearly 200,000 members of the science education community in a casual environment. Reinforce your brand while aligning your message with current happenings in science education.

Circulation

NSTA's Facebook page has 138,000 likes and our Twitter feed has 64,500 followers, as of 10/15/20.

Ad Material Guidelines

All advertiser and reading notices are subject to review and publisher's acceptance policy:

- Advertisers should abide by the NSTA Safety Guidelines
 when submitting material. These include, but are not
 limited to: Wearing appropriate eye protection (ANSI Z87.1
 compliant goggles or safety glasses), gloves (non-allergenic),
 an apron, ear protection, and similar protective gear in
 working with all hazardous chemicals or other liquids. For
 a copy of the "NSTA Minimum Safety Guidelines", visit
 https://static.nsta.org/pdfs/SafetyInTheMedia.pdf.
- Advertiser assumes liability for all content (including text representation and illustrations) of material, and also for claims arising there from.

Material Specifications

Facebook	Max 300 characters; Image 940 × 788 pixels, no larger than 5mb, in PNG or JPG format
Twitter:	Max 240 characters; Image 1024 × 512 pixels, no larger than 5mb, in PNG or JPG format

NOTE: Character limit inclusive of all URL's.

- Company to provide URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi

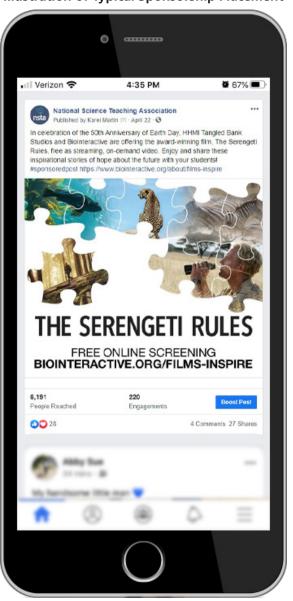
Rates

Frequency	1×	3×	6×	12×
Rate (per each posting package)	\$1,000	\$950	\$900	\$850

Sponsored Posts include 1 Facebook post + 1 Twitter post package (max 2 sponsored packages per week)
Rates effective January 1, 2021–December 31, 2021

Cancellation—Cancellations must be received 5 business days prior to posting date. Cancelled posting will result in a minimum charge of \$250. All cancellations must be made in writing.

Illustration of Typical Sponsorship Placement





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COMPANY:	KEY CONTACT:		
Address:			
Phone:	E-mail:		
Company Twitter Handle:			
AGENCY (if applicable):	CONTACT:		
Address:			
Phone:	E-mail:		
BILLING CONTACT (if different):	Purchase Order #:		
Address:			
Phone:	E-mail:		
ADVERTISING DESIGN CONTACT (if diff	ferent):		
Phone:	E-mail:		
Authorized Signature:	Date:		
DEADLINE			
Order and Creative must be received	at least 10 business days prior to preferred posting date(s).		
Social Media Accounts We'll tag your sponsored post with lin	nks to your Facebook page and Twitter account:		
Facebook Page:			
Twitter Account:			
Posting Date(s) Please specify preferred posting date	(s) (limit 1 package per week per company including those with multiple brands):		

Sponsored Social Media Ad Contact

For information or space reservations, contact: Jeffrey LeGrand-Douglass 1840 Wilson Boulevard, Arlington, VA 22201–3092 • E-mail: jldouglass@nsta.org